

Book C-49

PRICE 35 CENTS

Homes for Your Street and Mine

A DECISIVE BLOW AGAINST HIGH BUILDING COSTS



**A Group of America's Best Planned Small Homes
Standardized to Avoid Waste**

Plan Books and Plans Furnished by Mail Only

PLAN PRICES

Complete Plans and Specifications in duplicate \$20
Four complete sets with specifications \$24

Plans reversed from position shown, \$7 additional
Plans shown in brick changed to frame, \$7 additional

By special delivery the day ordered.

STANDARD HOMES COMPANY

Colorado Building

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Colorado Building, Washington, D. C.

Washington 5, D. C.

Now, a decisive blow against the high cost of building.

Now a good, comfortable home within the reach of every family. That is what America has been waiting for.

This has been made possible first, by the selection of a group of small homes that readily lend themselves to the most practical principles of standardization.

Second, by arranging all rooms and room dimensions for these small homes to meet the minimum demands of modern living.

Third, by calling for materials easily available from local supply dealers.

And fourth, by preparing *plainer plans* and *illustrated material lists* the owner can also understand.

Many of the house designs and floor plans shown herein were selected from designs offered previously. This was done because time and experience have proven that they are some of the best plans to be found within their price ranges.

The new designs and floor plans were selected to meet the present urgent demand for low cost homes eligible for financing under F.H.A.

It is fully realized that this new cost-cutting method will be fought to the finish by Speculative Builders whose days of big profits are numbered.

It is also fully realized that other high-priced interests will do their utmost to throw stumbling blocks in the path of this new, cost-cutting method of construction.

But as long as there are thousands and thousands of good people throughout our land who urgently need low cost homes, this thoughtfully conceived plan shall go forward.

Other Plan Books by Standard Homes Company:

"BETTER HOMES AT LOWER COST"

Known throughout the Country as America's Best
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Being a Group of Low Cost Homes,
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"HOMES YOU CAN BUILD YOURSELF"

Offers a group of 5-room Homes (Valued at
\$8,000 to \$10,000) You Can Build Yourself at
Less than Half the Usual Price.
25c per Copy.

Our Helpful Folders, "A", "B", "C", "E", "F" and "H", will be gladly furnished on request.

STANDARD HOMES COMPANY COLORADO BUILDING
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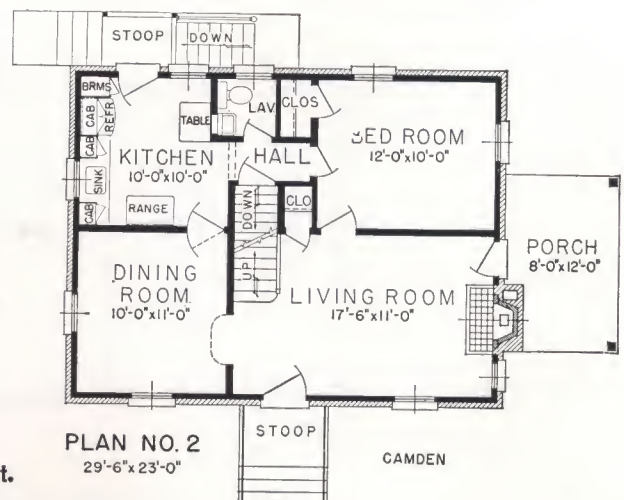
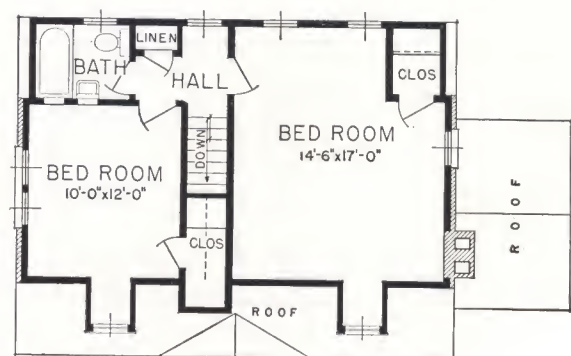
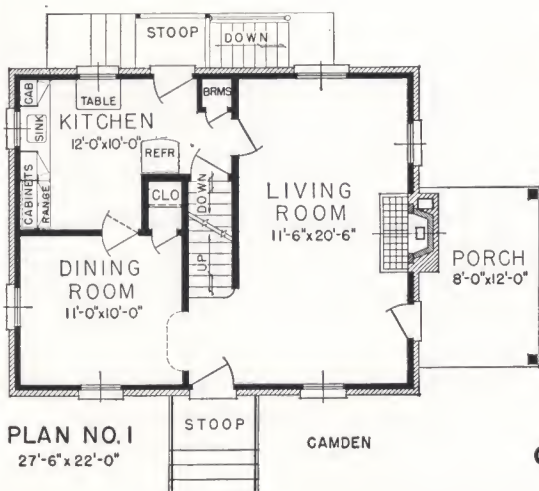
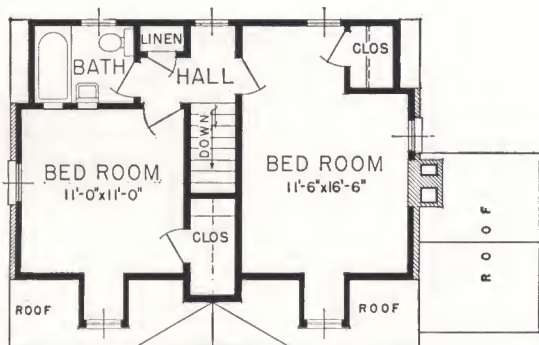


The CAMDEN

Home life in the Camden should be peaceful because the low cost should not leave its owners burdened with heavy obligations, yet the many refinements shown place it among the best in the field of Cape Cod homes.

If you want to build a home on easy terms, ask for Folder "F".

Other floor plans on request.

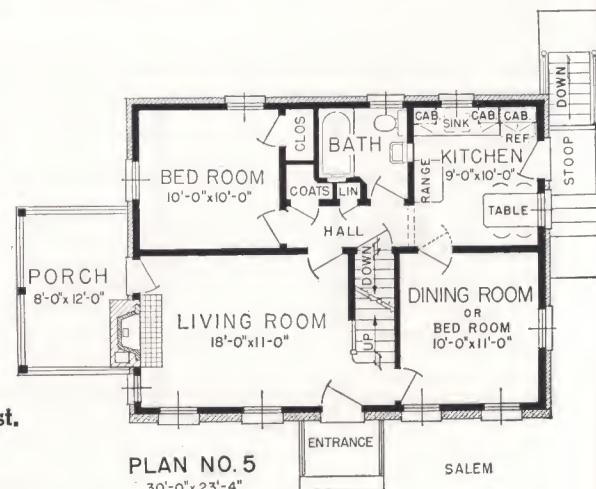
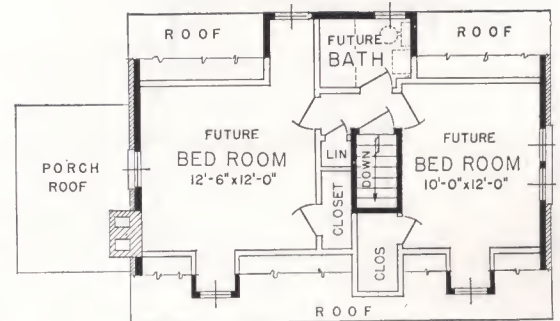
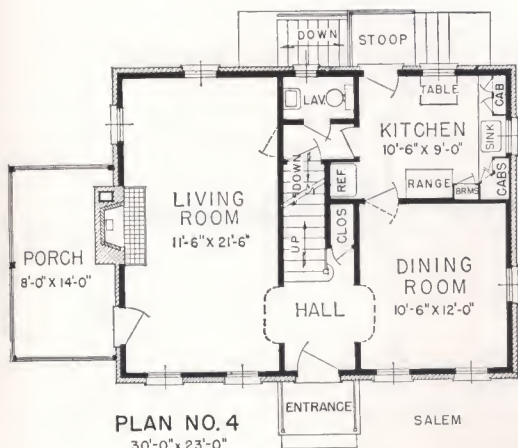
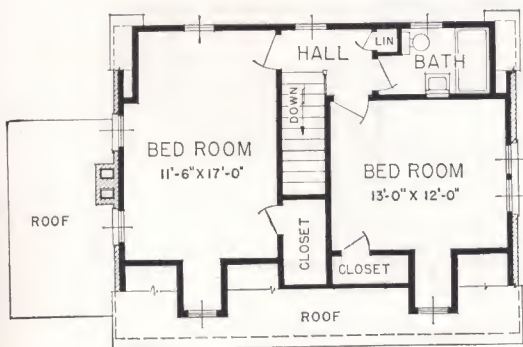




The SALEM

Here is another of America's best-loved homes with a stone front, characteristic of the Colonial cottage of yesterday. It has all of the correctness of today and the comforts of tomorrow. The perfected floor plans offered place it well within the range of thousands.

Two other floor plans on request.



Twenty-nine Years of Constant Service to Home Builders

large profits, because the true construction cost of each will be well advertised.

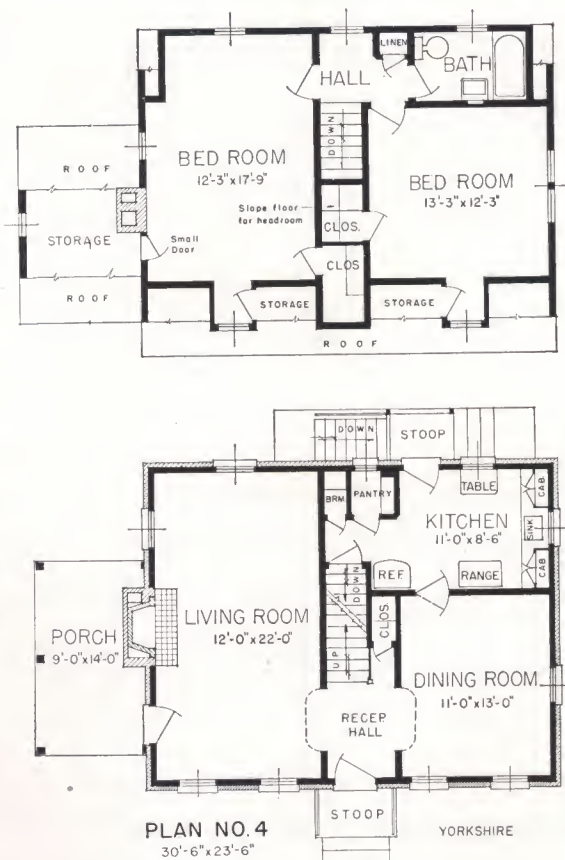
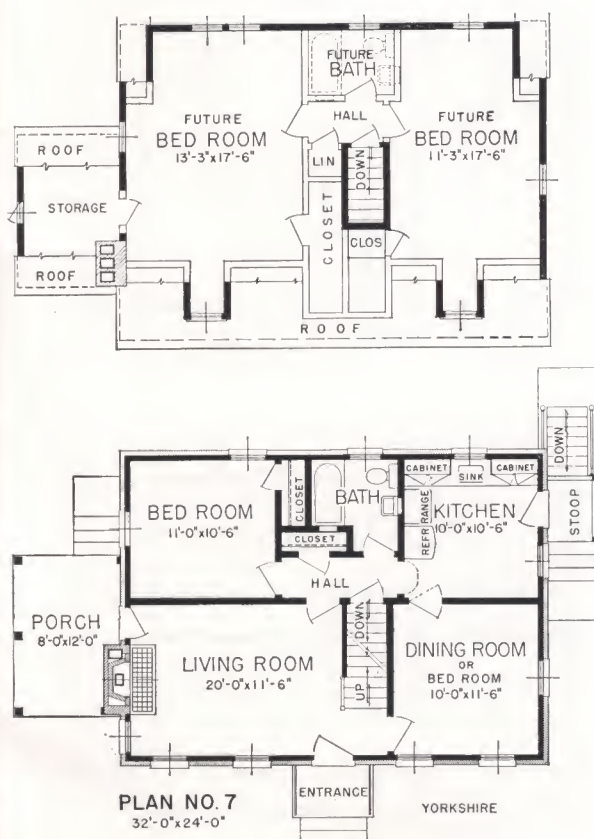


Painted Brick

The YORKSHIRE

For exactness in Colonial architecture, the Yorkshire stands side by side with the best. For a century it has been appreciated by men and women who know the intrinsic value of such clever designing. Our new floor plans place it among the good homes of the future.

Two Other Floor
Plans on Request

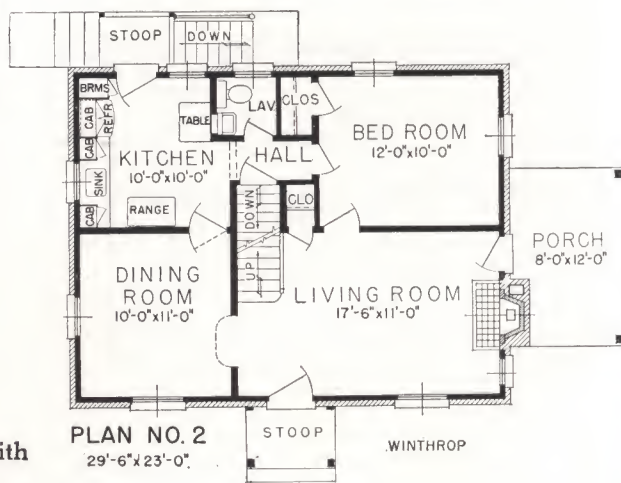
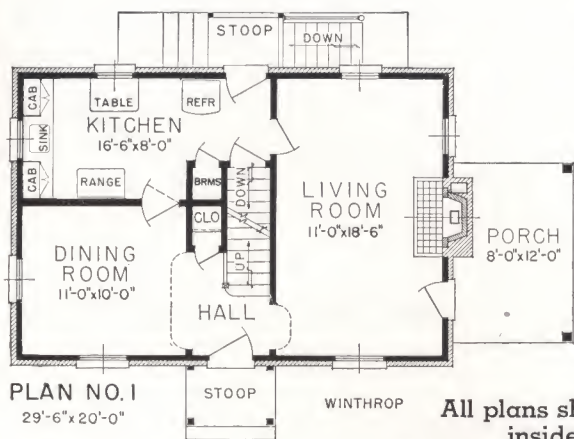
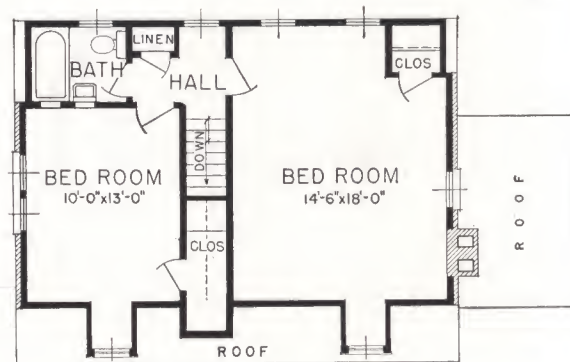
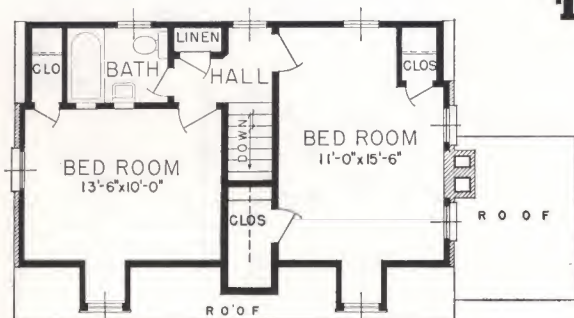


References: Any Building & Loan Association, Savings Bank or Lumber Dealer in your community.



The WINTHROP

The Winthrop wins you from the start. It speaks of things practical, of cost within reason and of a home life of which anyone can feel proud. Its low cost is decidedly deceiving.



PLAN NO. 1
29'-6" x 20'-0"

PLAN NO. 2
29'-6" x 23'-0"

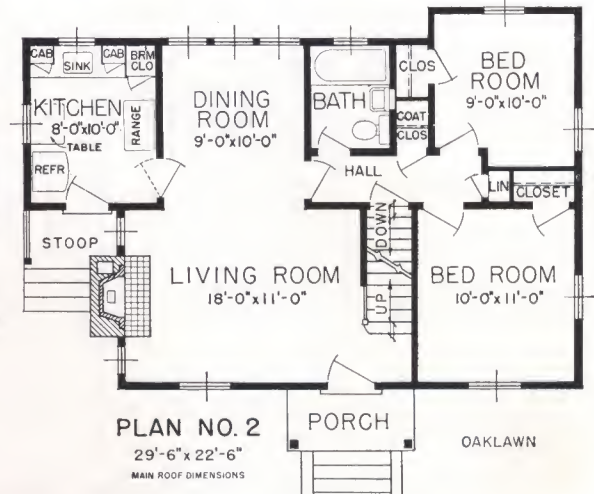
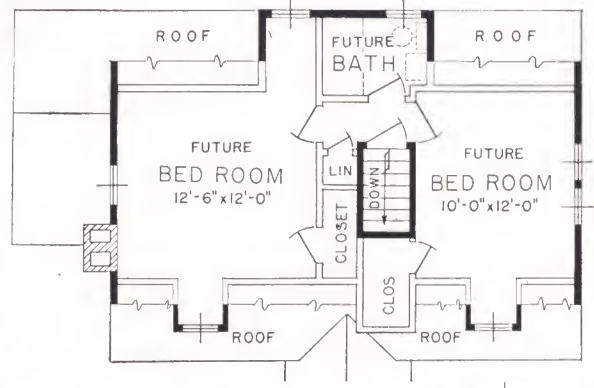
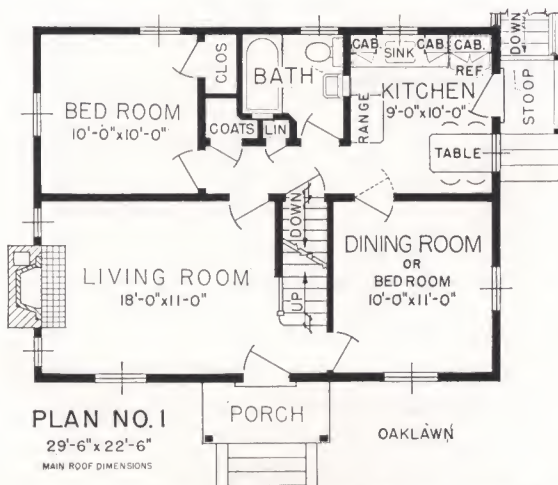
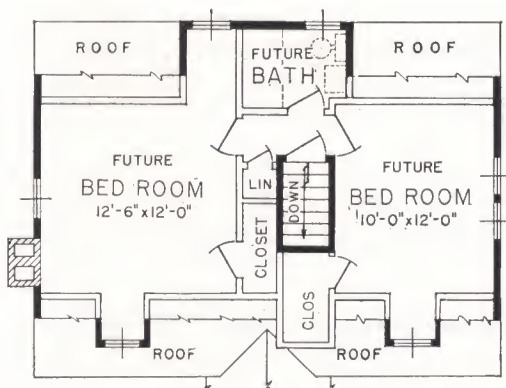
All plans show full 7 ft. basements with inside and outside entrances.
First floor ceiling 8½ feet; second floor, 8 feet.



Brick or Frame

The OAKLAWN

Keen ideas and a lot of practical imagination would be needed to improve the Oaklawn. In order to give it unusual value, as well as outstanding loveliness, our designers selected substantial appearance and beauty from several larger homes, as you can readily see.





Brick or Frame

The CRESTWOOD

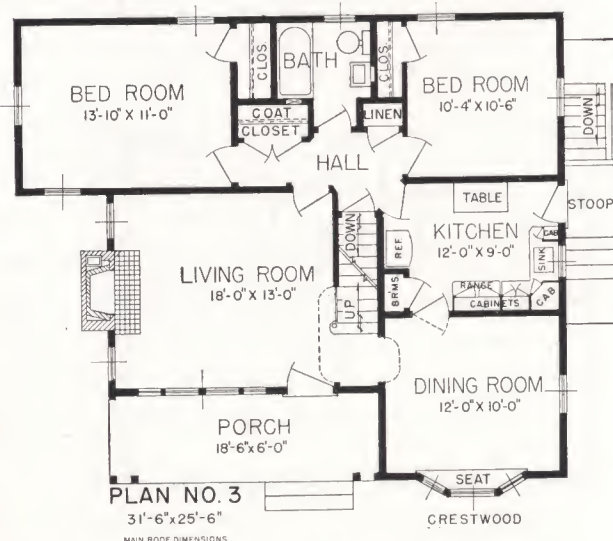
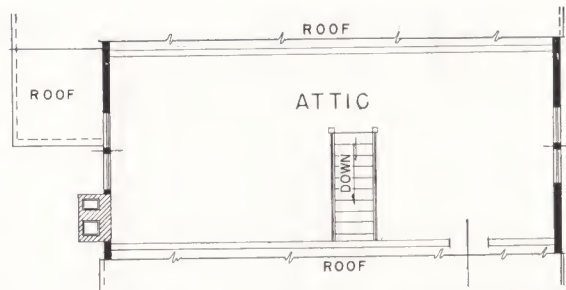
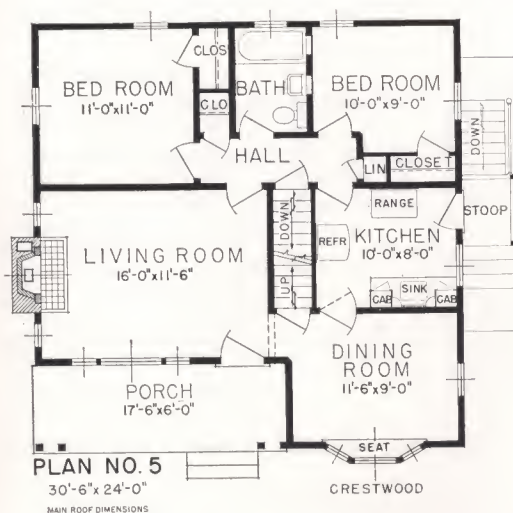
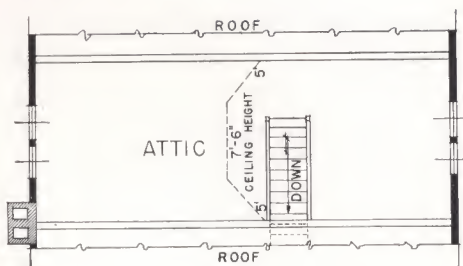
Selfishness seldom strangles the man whose pride and ambition lead him to build a home like the Crestwood.

NOTICE

We show but few attached, detached, or built-in garages, because a garage will, as a rule, cost as much as an extra room, yet will add little or nothing to the loan or sales value of a home.

The Owner must put in more of his own cash if a garage is required.

Two other floor plans on request.



Our Plans and Specifications Meet the Rigid Requirements of all Home Loan Companies.

permitted. Only one house of a type to a customer.

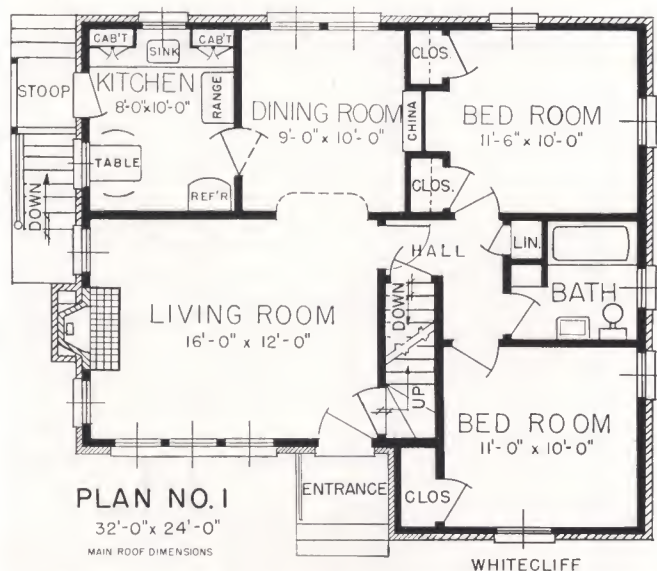


Painted Brick

The WHITECLIFF

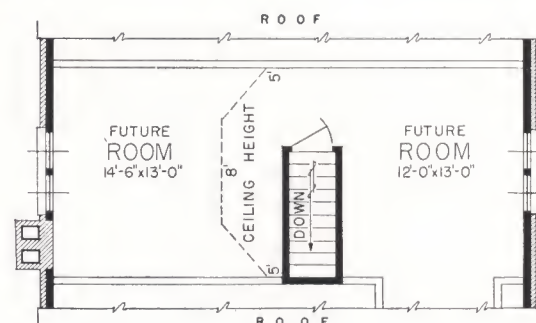
If you want to know why the Whitecliff holds your attention, go to the floor plans. Here you will find planning by the most experienced in step-saving home comforts.

Ample space in Attic for two large Rooms, similar to Plan No. 2

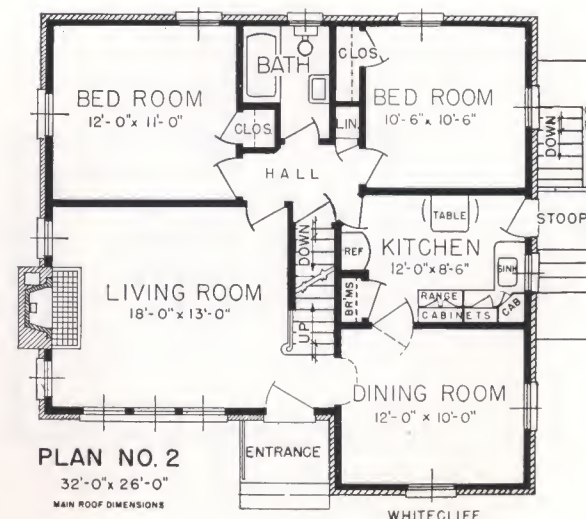


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Only One House of a Type Permitted in a Subdivision.



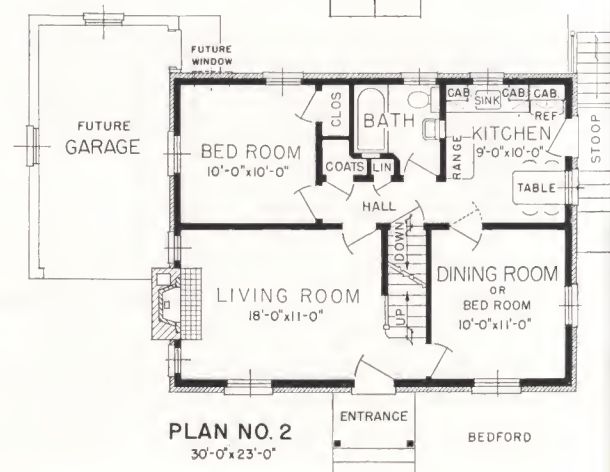
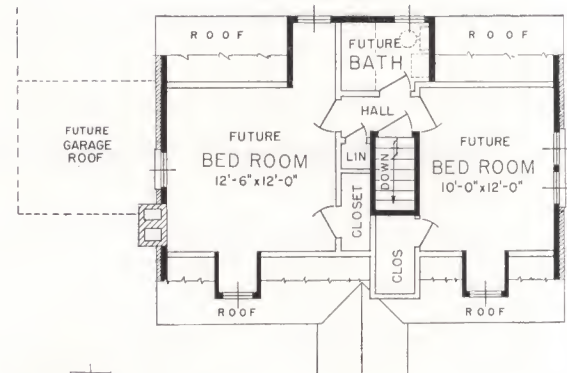
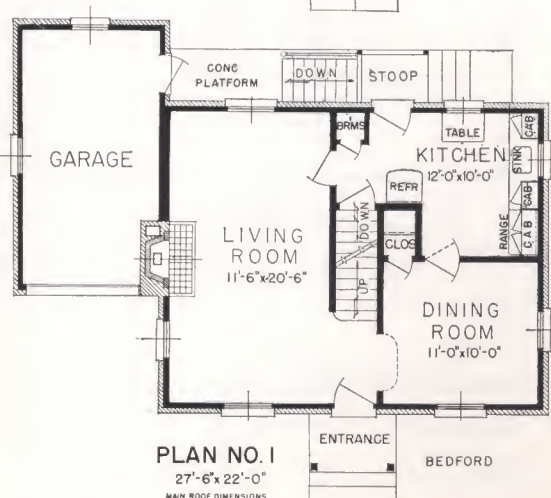
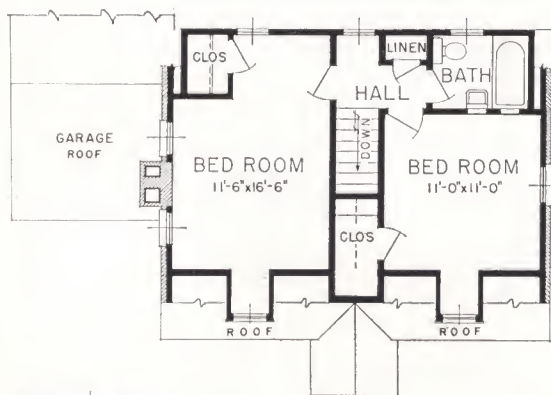
Two other
floor plans
on request.





The BEDFORD

The Bedford bears earmarks that are stately and substantial. Not a trace of the commonplace save in its low construction cost.



Two other floor plans on request.

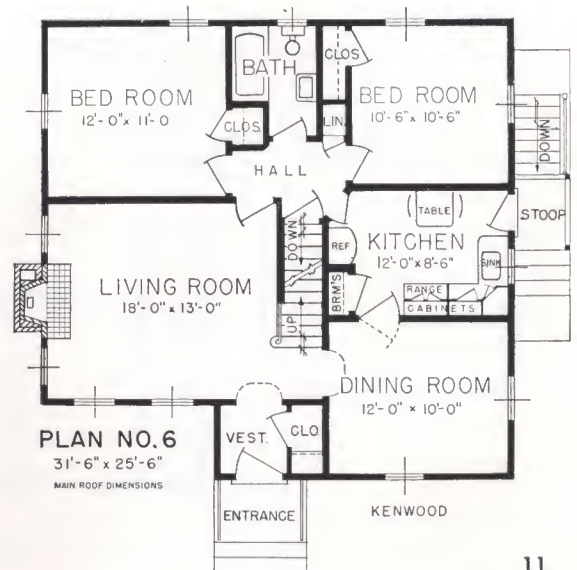
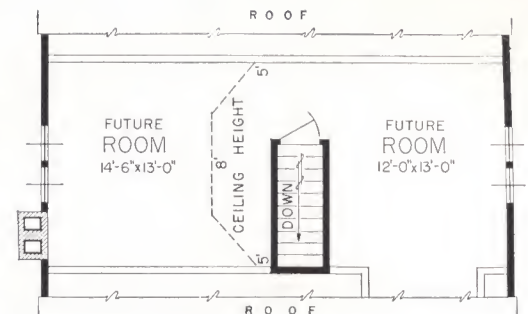
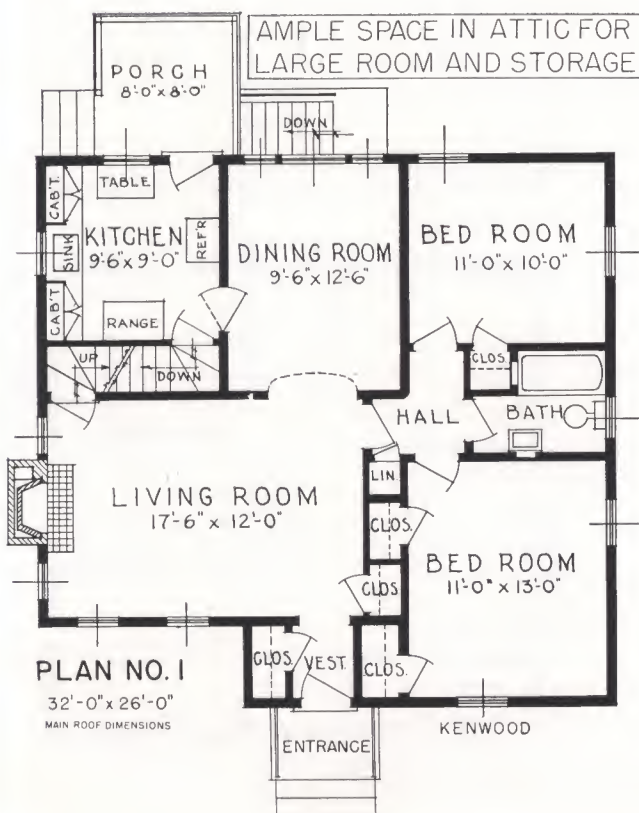


Brick or Frame

The KENWOOD

In designing the Kenwood, corners were cut in costs rather than in character. Here is to be found the same careful designing recognized in homes far beyond its price range.

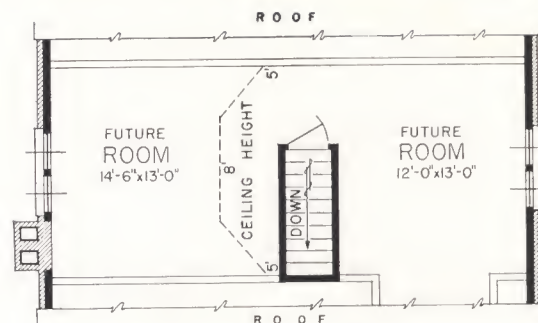
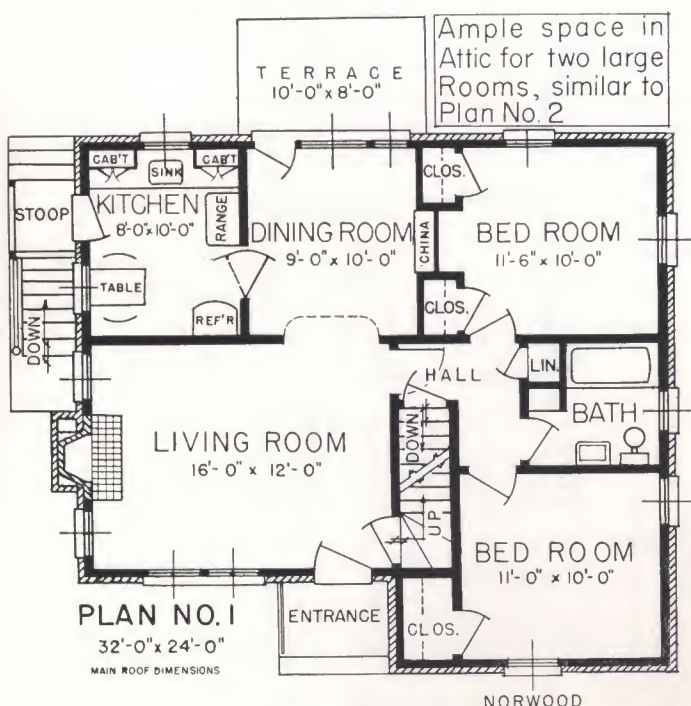
Other Floor Plans
On Request.



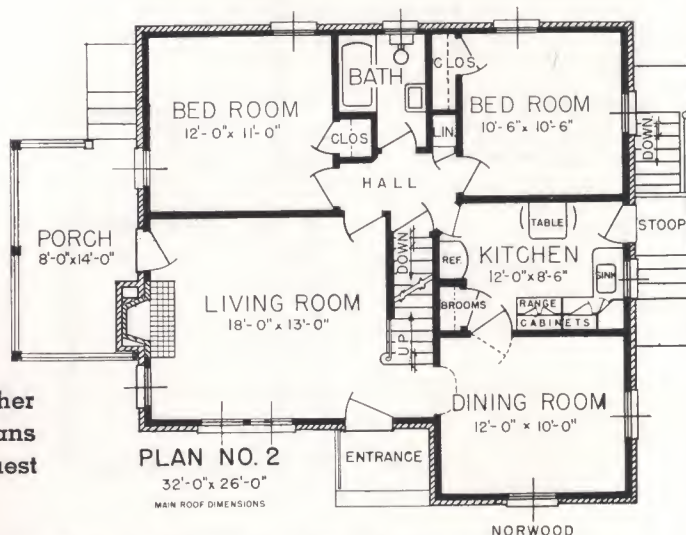


The NORWOOD

There is something so natural and homelike about the Norwood that one forgets to place it in the low cost field. It is a home so full of daily conveniences and comforts that its cost will seem meager even today.



Two Other Floor Plans on Request



More Than A Million People Live in Lifetime Homes Selected From Our Plan Books.

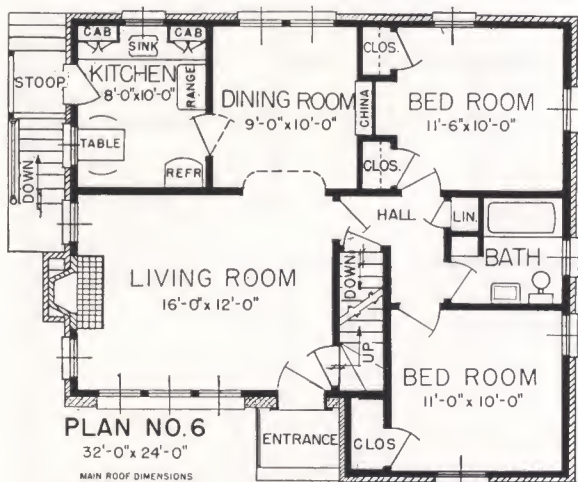


Stone Veneer & Painted Brick

The STONELEIGH

Something stops you in front of The Stoneleigh because it is striking. It has staunchness that stands out—balance and finish that beautify beyond question. And in the floor plans offered not a bet has been missed for better living.

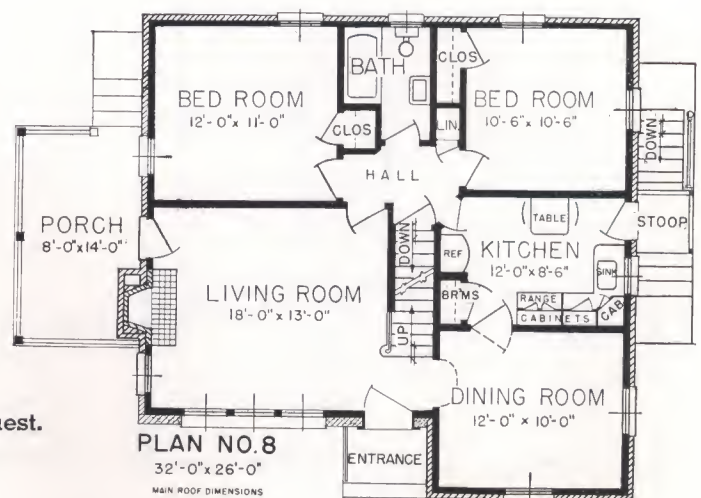
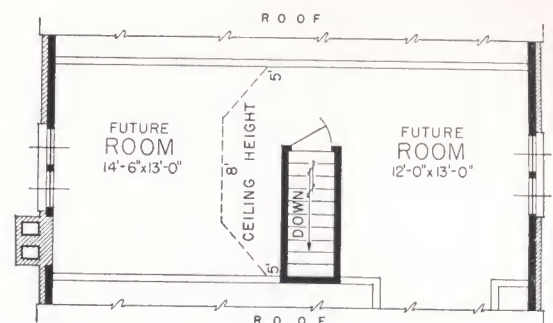
Ample space in Attic for two large Rooms, similar to Plan No. 8



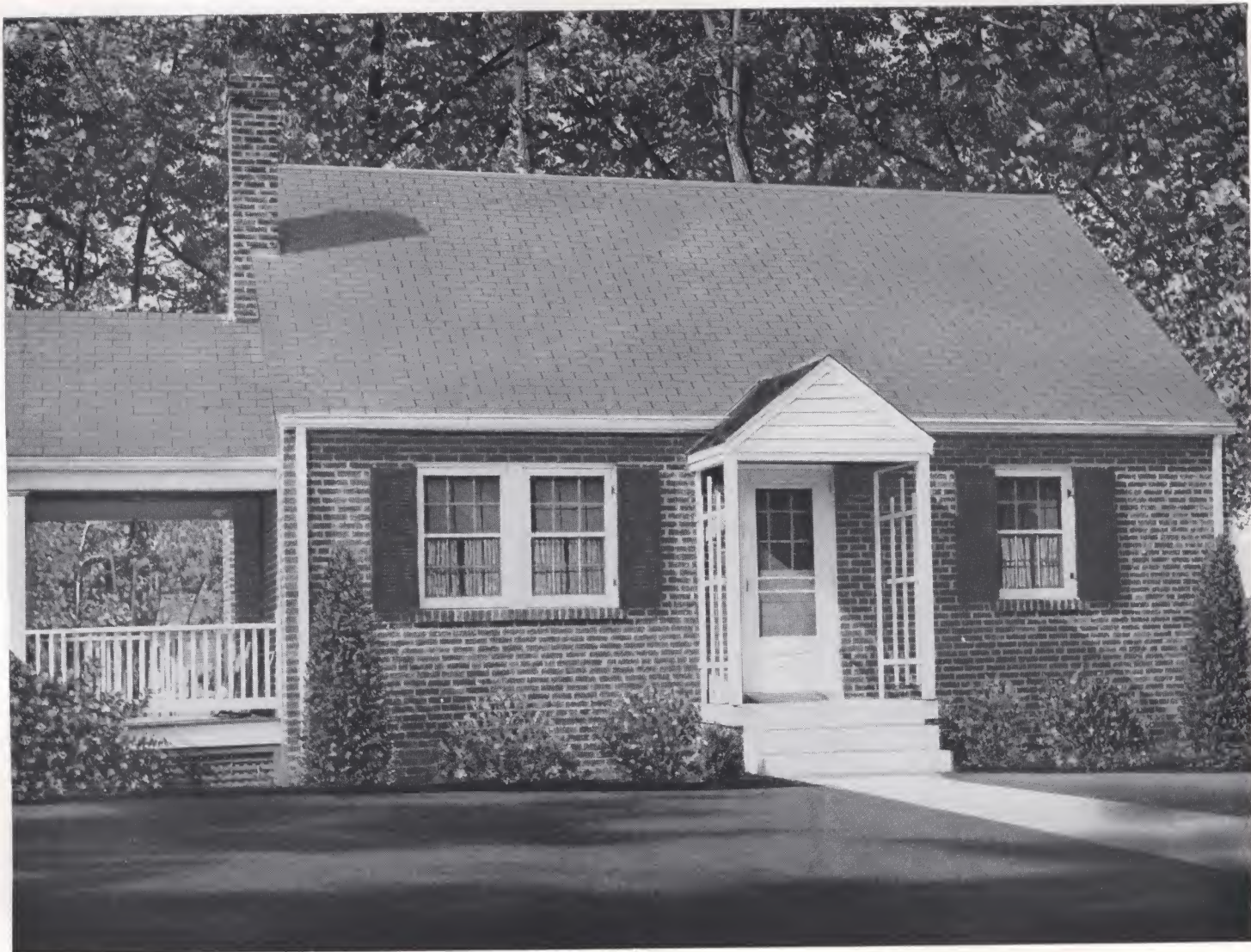
STONELEIGH

Two other floor plans on request.

Our Contractor's Agreement forms are a great safeguard for both Owner and Contractor during construction.

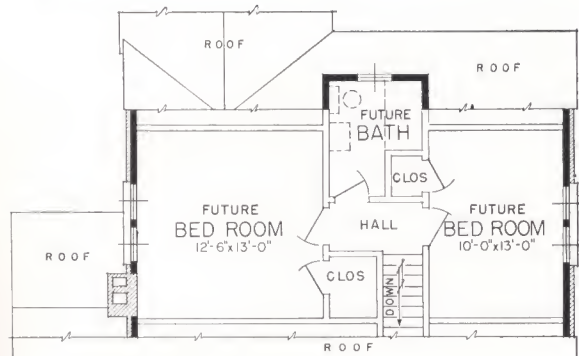


STONELEIGH

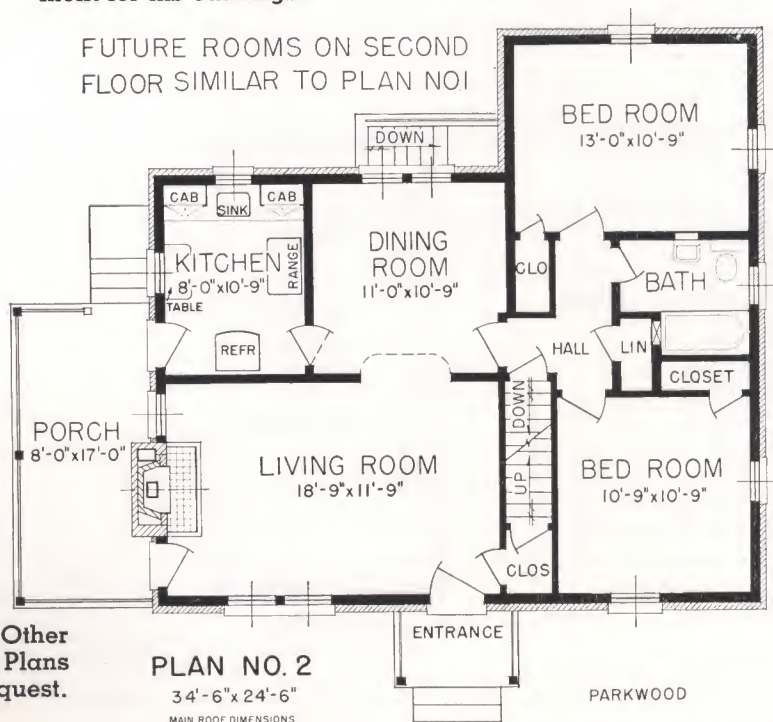
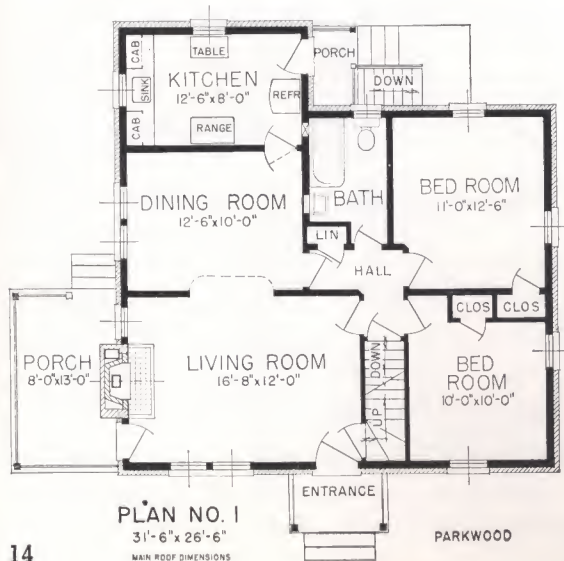


The PARKWOOD

The more one considers the quaint home-like appearance of the Parkwood, the more certain he becomes of its practical merits as a lovely home, as well as a safe investment for his earnings.



FUTURE ROOMS ON SECOND FLOOR SIMILAR TO PLAN NO. 1



Two Other Floor Plans On Request.

At this time—Spring of 1949—Brick construction runs about the same as Frame.

in the cost of individual designs is offset by higher loan values and better satisfied purchasers.

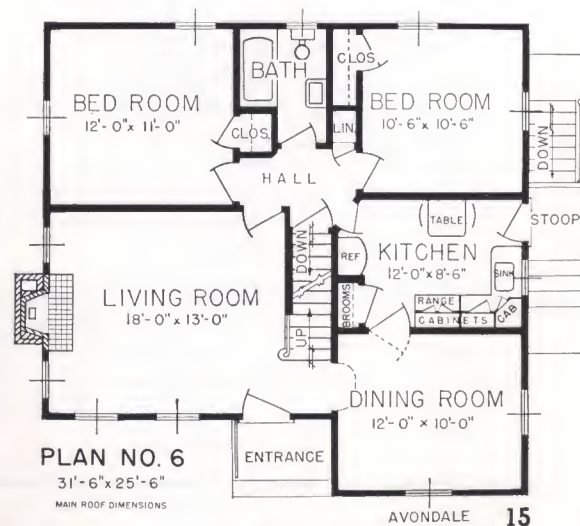
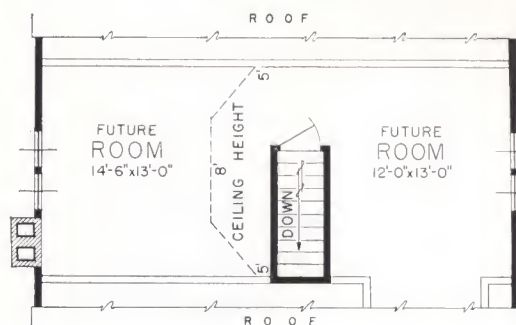
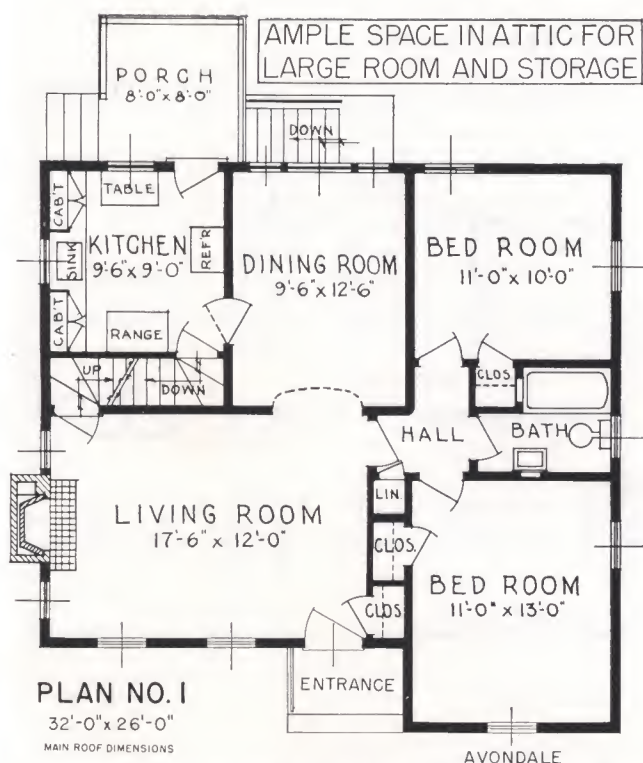


Brick or Frame

The AVONDALE

For the future safety of your wife and children, build a home of some kind. Have your home built where you and your wife want it—the way you want it, and you will find in that home a new and inner satisfaction which can never be realized in a house built by another.

Two other floor plans on request.



Because our house designs are types that do not go out of style for a lifetime, they have the highest loan values as well as the highest sales values of any homes within their price range.

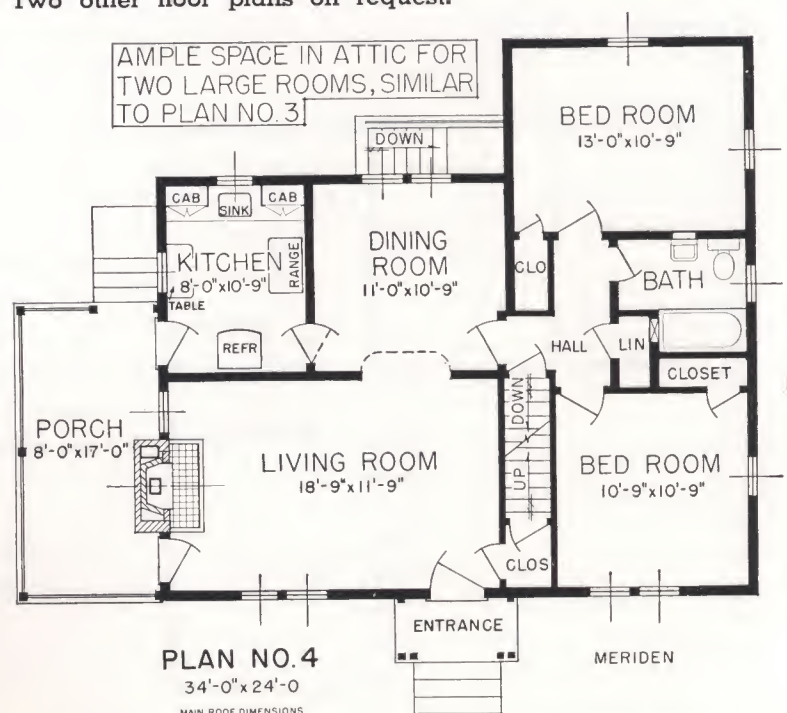
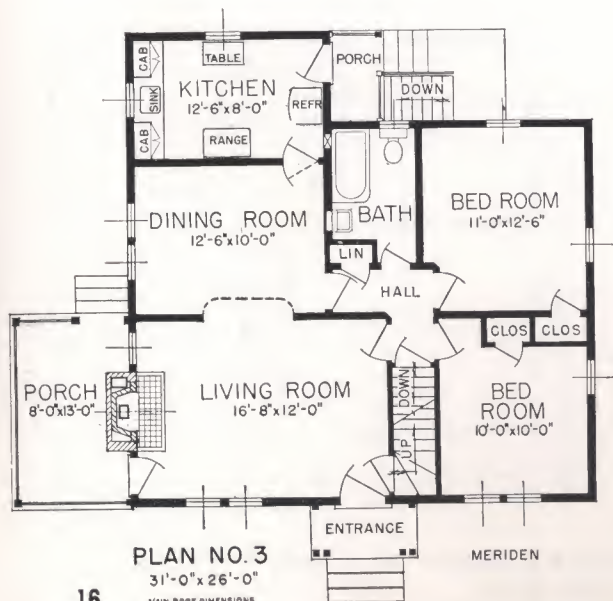
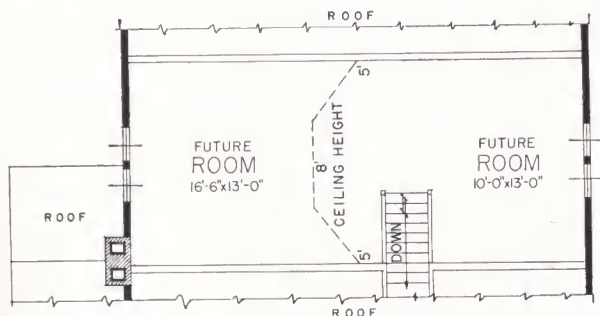


Brick or Frame

The MERIDEN

The Meriden is offered as one of the most carefully planned homes in its price range.

Two other floor plans on request.



Full basements cost no more than half basements, as our Folder "C" will clearly show.

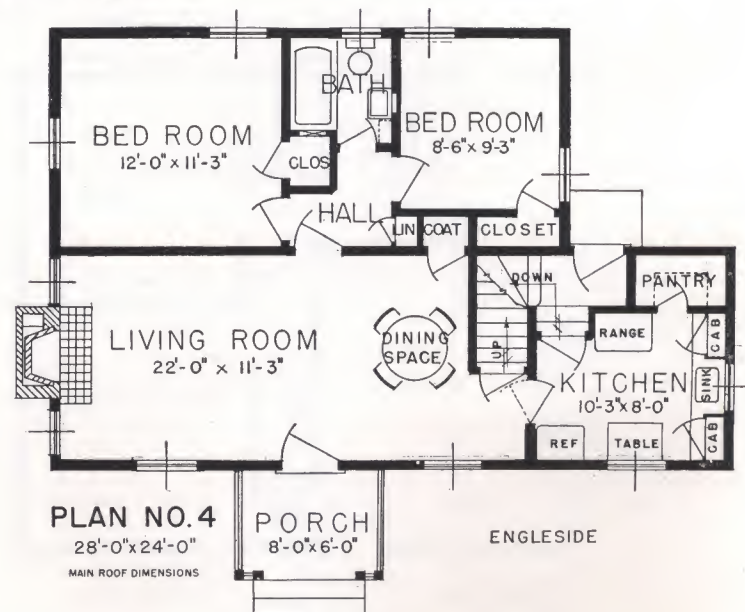
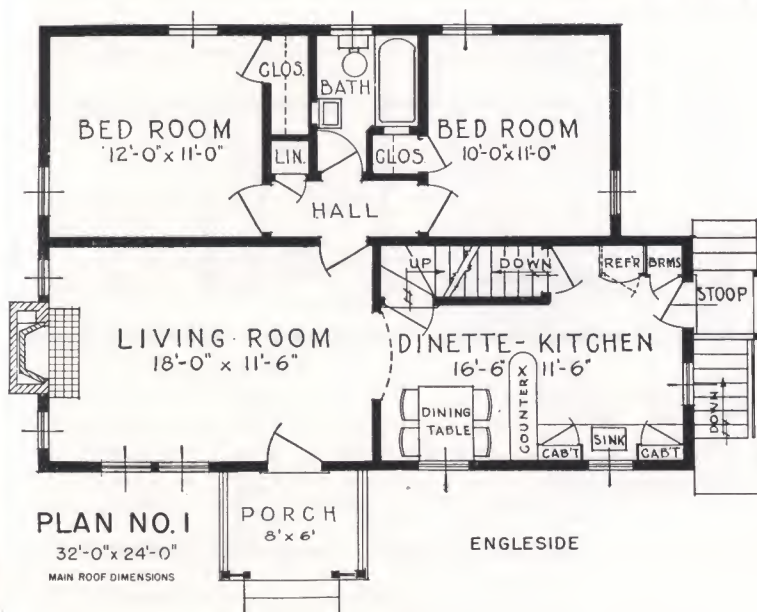


Brick or Frame

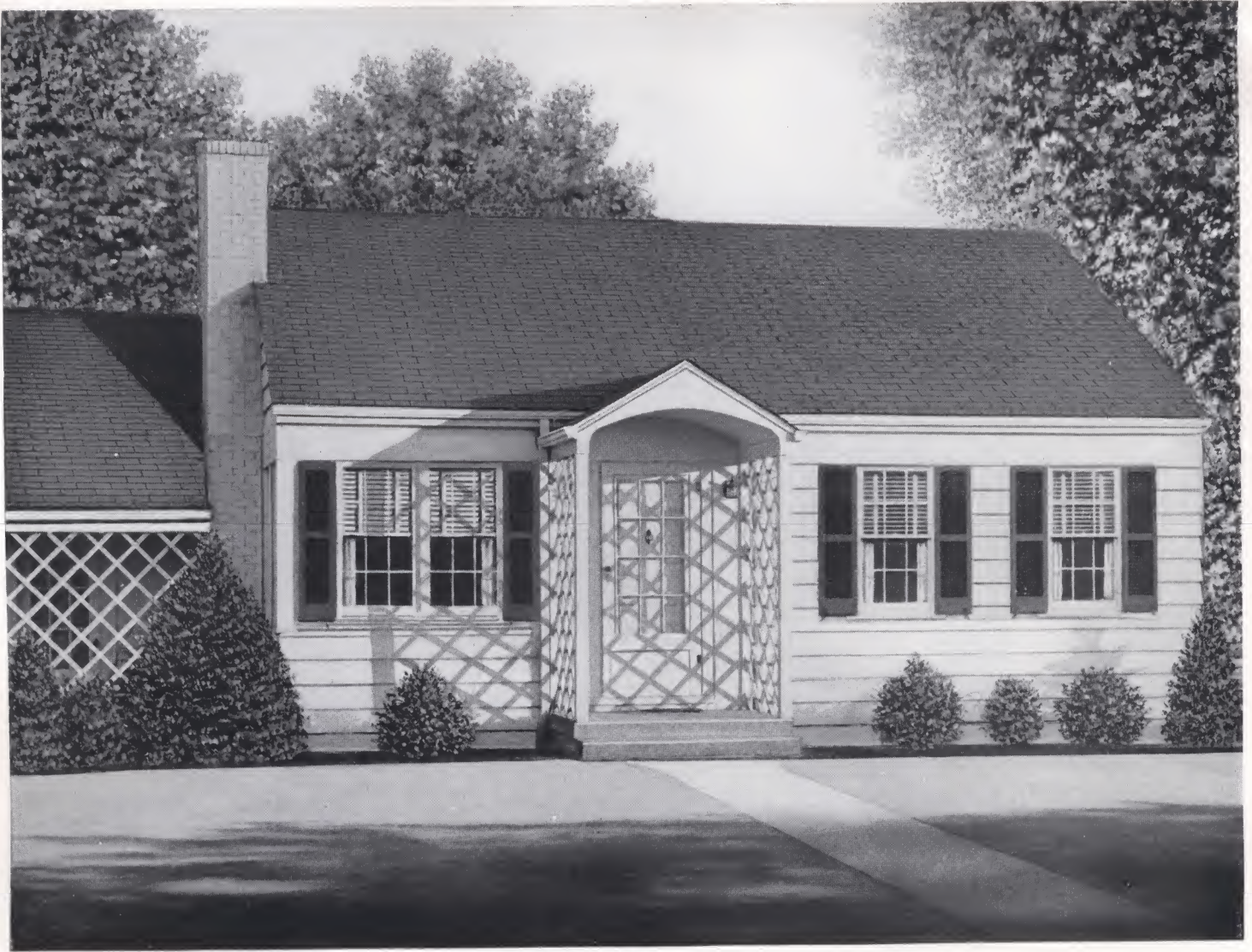
The ENGLESIDE

This lovely cottage seems to carry in every line a lot of common sense and straight thinking. Its generous and thoughtfully arranged floor plans also tell of the effort put forth to gain comfort at low cost.

Two other floor plans on request.



Carefully Prepared Material Lists are Furnished Free with all Plans Ordered.

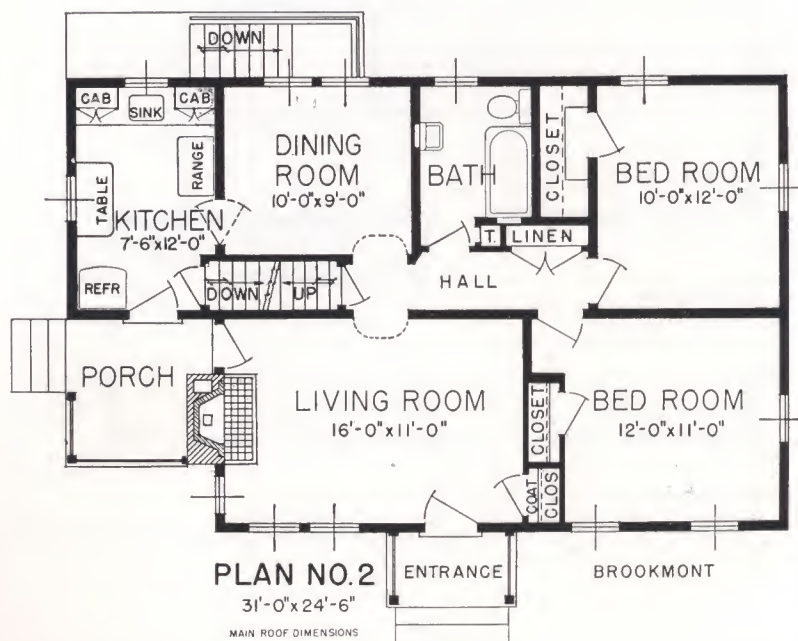
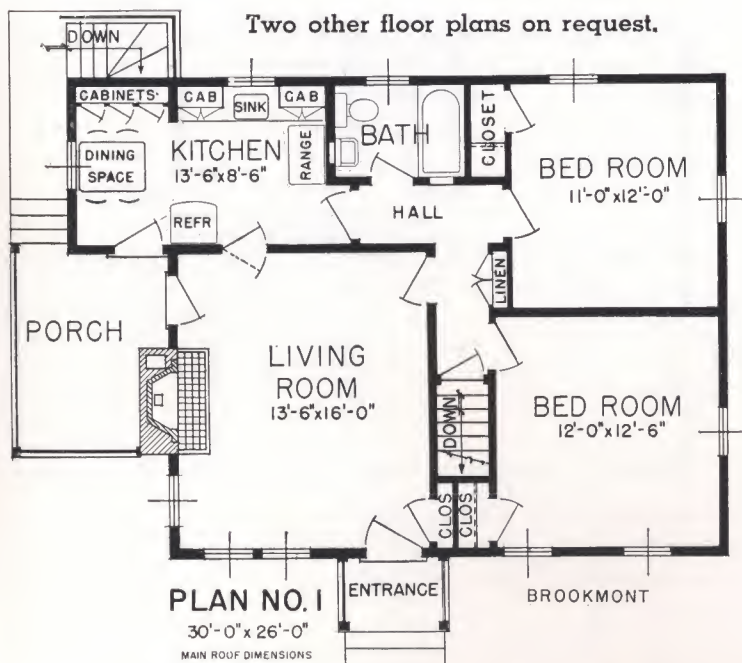


Brick or Frame

The BROOKMONT

As much beauty can be built into a small home as in a more pretentious structure costing several times as much. The Brookmont is an excellent example of what can be done in giving distinction at low cost.

Two other floor plans on request.



Complete plans and specifications in Duplicate for any one of our stock designs only \$20;

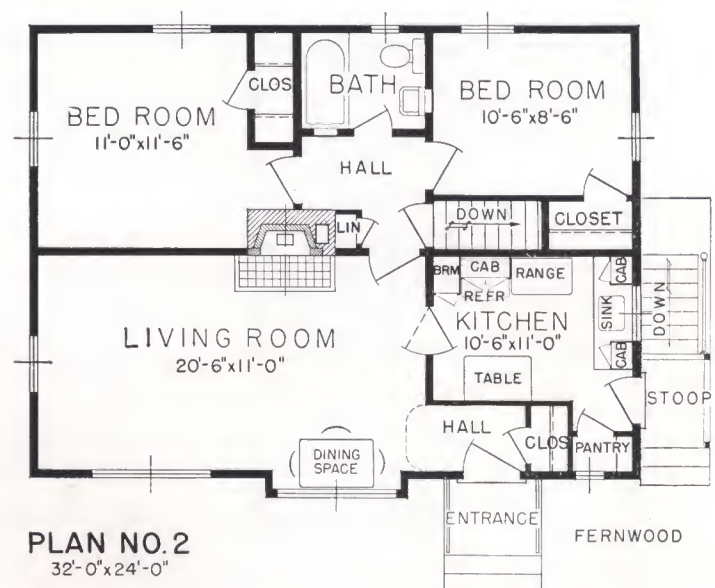
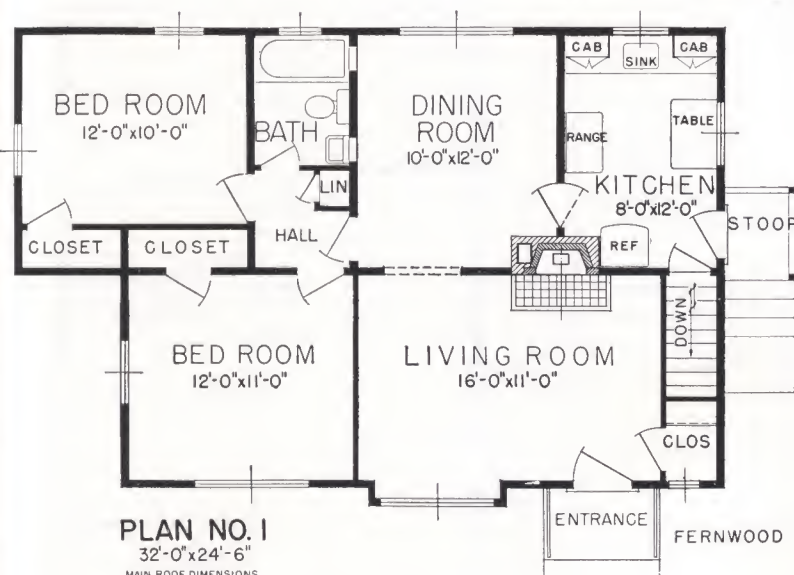


White Brick

The FERNWOOD

Are you looking for the new and the novel? Here you will find it and more in the Fernwood, for it gives you at once all of the home comforts to be found in many homes of twice its cost.

Two other floor plans on request.



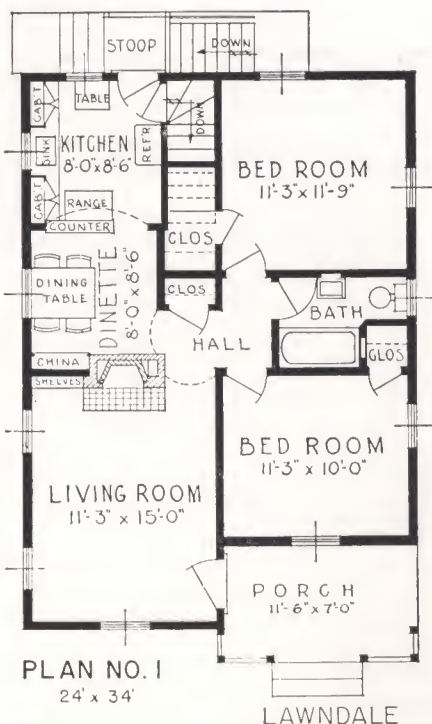
Four sets, \$24; Six sets, \$28, including Contractor's Agreement, Cost Estimating Forms, etc.



Brick or Frame

The LAWNDALE

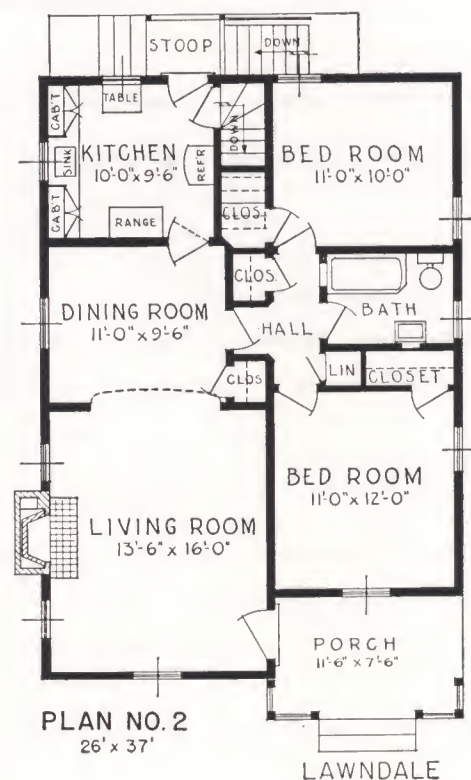
If you are looking for a lovely home for a narrow lot, the Lawndale is decidedly the answer.



If you are interested in building your home on the easiest possible terms, ask for free copy of Folder "F" — Facts on Financing Small Homes.

Folder "F" will give you many ideas about dealing with loan companies, contractors and others interested in helping you build your home.

If you can pay rent, you can pay for a home of your own. This folder will tell you how.

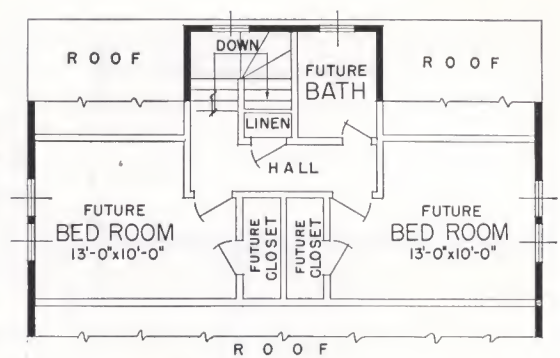
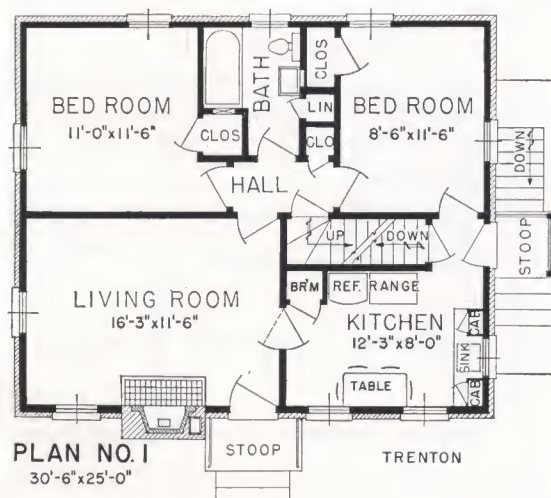
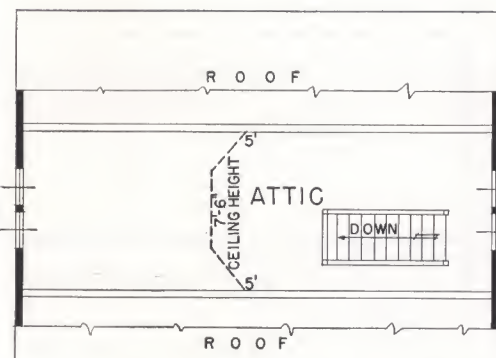


Two other floor plans on request.

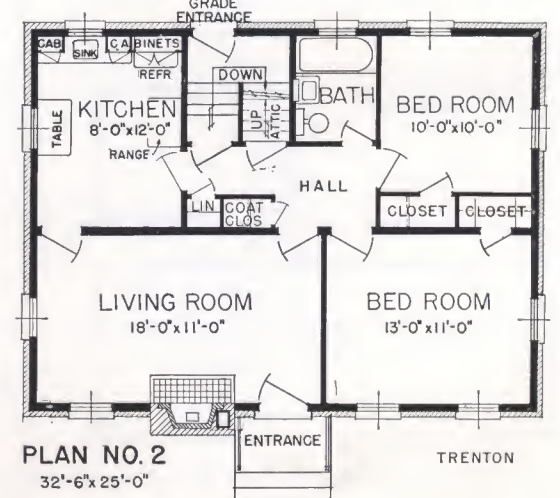


The TRENTON

The Trenton is a treat for those who are looking for a different touch in a low cost home, yet nothing has been sacrificed in the way of home comforts for a lifetime.



Two Other
Floor Plans
On Request



Our Carefully Planned Homes Are Known in Every State for Their High Loan Values.



The DOVER

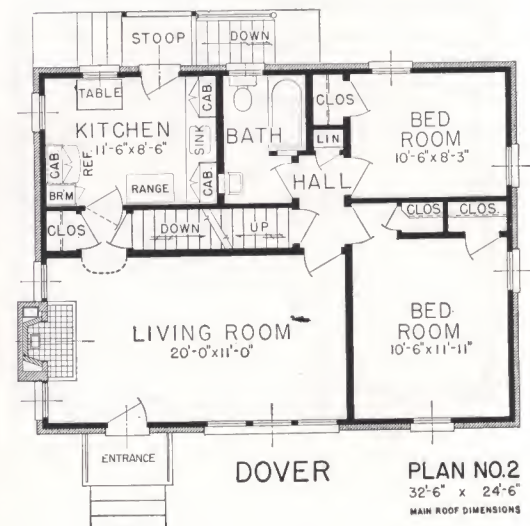
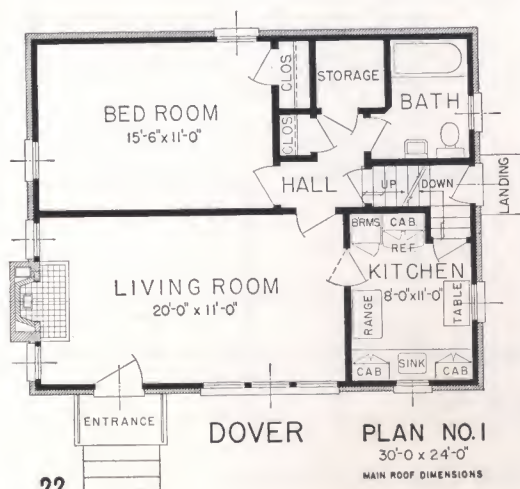
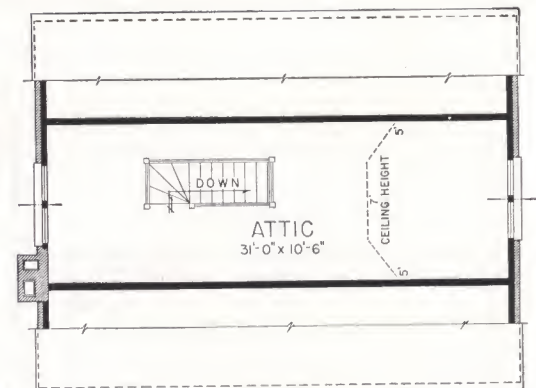
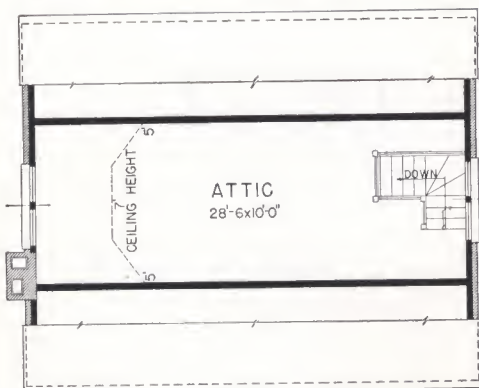
The Dover is a darling small home that is different. Hundreds, who have been looking for just such a home, will hale this as the best in its price range.

Two Other Floor Plans on Request

ANNOUNCEMENT

Soon new home builders will be able to secure direct from manufacturers many specialties needed for the new home, such as large mirrors, venetian blinds, etc. Ask for full particulars.

NEW HOME SUPPLY COMPANY
Colorado Bldg.
Washington, D. C.



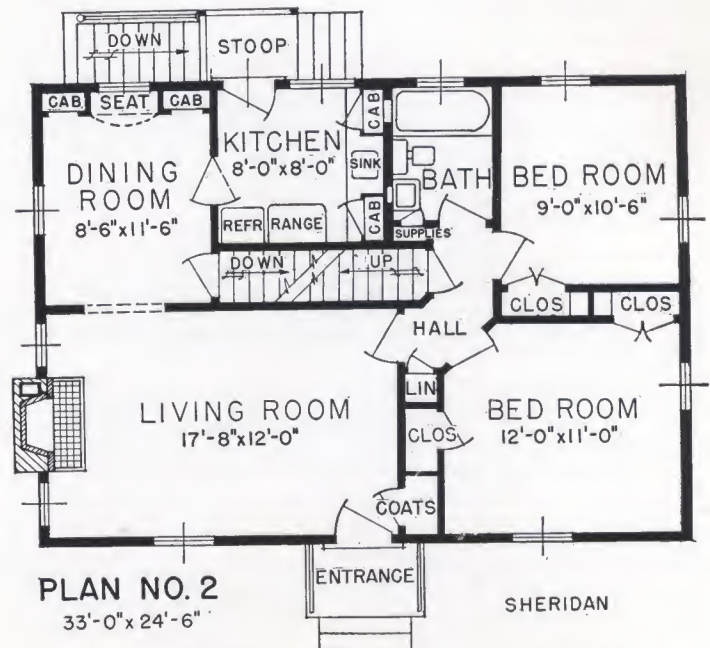
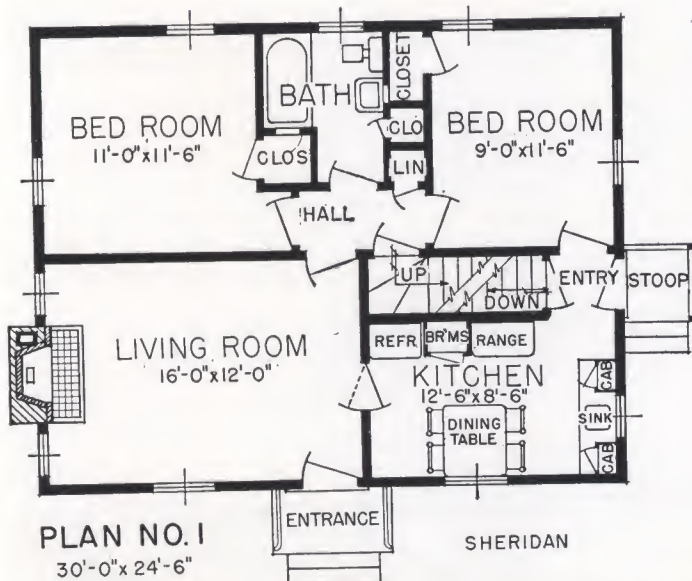


Brick or Frame

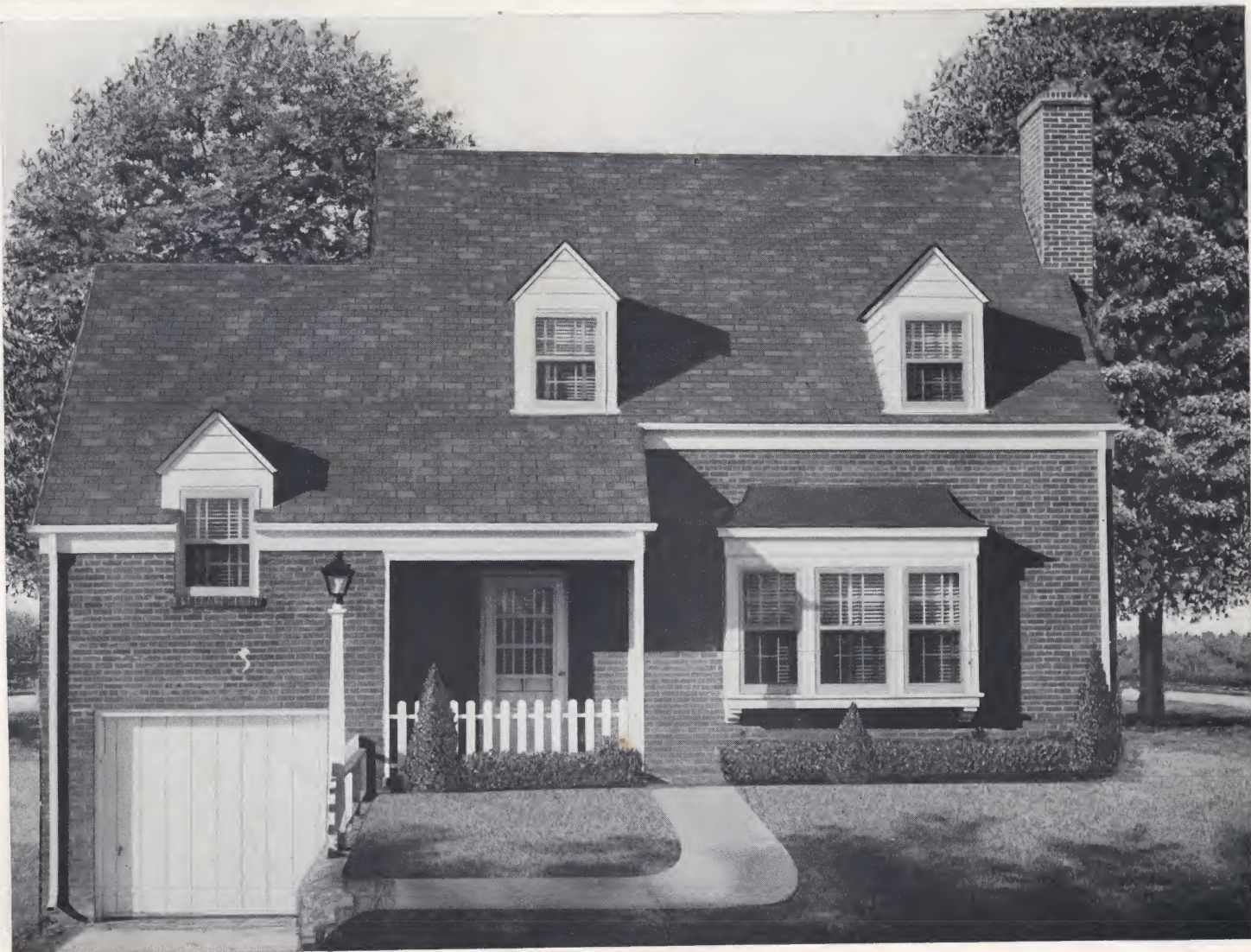
The SHERIDAN

With confidence you may take your choice of either floor plan offered for the Sheridan. There are skillfully arranged differences, but all mean lasting comforts in the home life.

Two other floor plans on request.



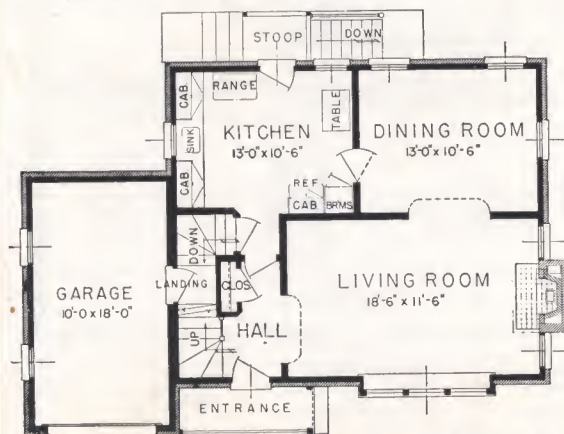
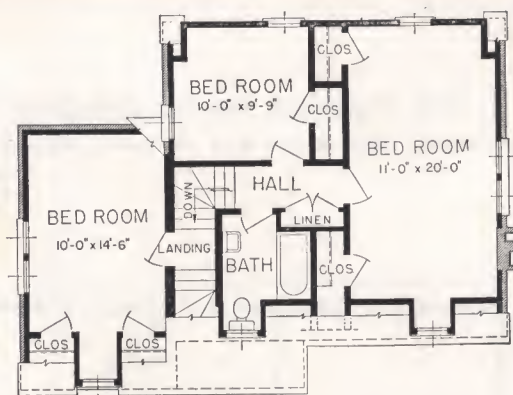
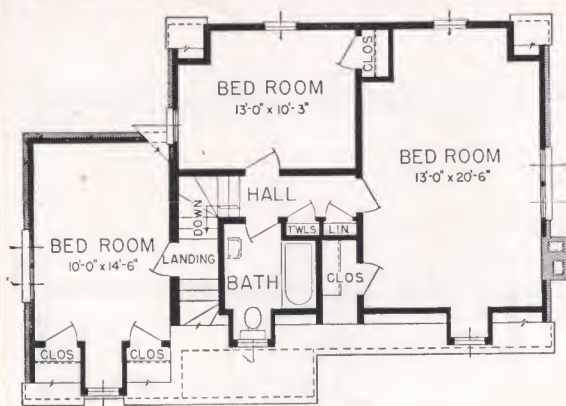
"Booklet 32", prepared especially for those who plan to build their own home with their own hands, is now included with all plans furnished.



The LASALLE

At its cost, could you ever hope for a finer, more attractive small home than the LaSalle? Does it not have everything to give one pride of ownership?

Two Other Floor Plans on Request.

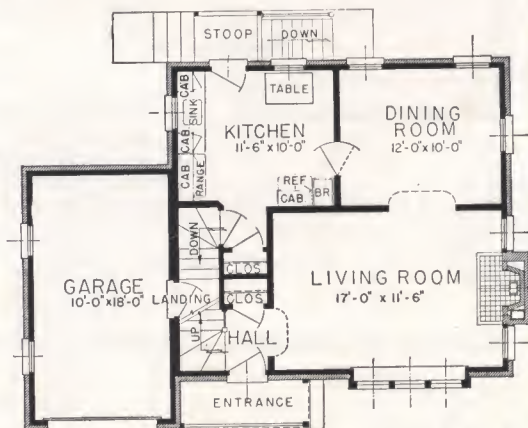


PLAN NO.1
28'-0" x 24'-0"
MAIN ROOF DIMENSIONS

LA SALLE

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from Photographs

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PLAN NO.2
25'-6" x 23'-6"
MAIN ROOF DIMENSIONS

LA SALLE

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